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ABSTRACT

In the context of faster growth of community information needs and demands than growth of public funds, questions about where new resources can be found are the subject of much discussion within the library profession. This report is an attempt to raise questions and clarify issues that should be considered in advance of the formulation of library fund raising strategies, and before undertaking fund raising activity. Chapter 1 examines the information now available regarding recent fund raising activity, especially trends indicated, and includes discussions on endowments for public libraries, library foundations, and funds from other foundations. To get a better perspective on what an increase in fund raising might mean, chapter 2 examines the history of the funding bases and purposes of public libraries in three sections: private origins of public libraries, serving private and public purposes, and roles of government and philanthropic funding. Chapter 3 looks at several significant issues for public libraries: organizational purposes and accountability; private fund raising as substitute or supplement; and strategies for fund raising and use of private dollars. Chapter 4 explores fund raising strategies and techniques preferable for libraries, and highlights costs, probable returns and potential organizational and policy impact. The following strategies are discussed: direct mail; special events; annual fund drives; major gifts; grant seeking; planned giving; friends of the library; and library foundations. Includes nine figures and eight tables. (Contains 45 references.) (MAS)

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